



Individuality

IN HANDLAID FLOORS OF

ARMSTRONG'S LINOTILE

GOODE ENGINEERING SALES CO.
806 ALLIED ARTS BLDG.
TELEPHONE 1903
LYNCHBURG, VA.



ARMSTRONG'S LINOTILE FLOORS

NEITHER TIME *nor* TRAFFIC WILL DIM *the* BEAUTY of LINOTILE

FOR tasteful interiors that demand floors of quality and distinction and for builders, owners, or architects who desire floors of their own special design, Armstrong's Linotile provides a happy solution. With this modern material, any floor that an interior requires and any design that artistic talent can create is easily produced.

In the planning of any interior, the floor should be the foundation of the color scheme, for it is the largest single decorative area. In every business or professional room it should be planned with a definite sales stimulating effect in mind. An Armstrong's Linotile Floor will do much to create a favorable impression.

Linotile has all the beauty and other advantages of hard tile without the attendant disadvantages of coldness, hardness, and noisiness. Linotile is made in individual pieces which are fitted together by hand to form the finished floor design. Should some unusual accident damage a few tiles, it is a simple matter to replace them with new tiles.

CORK PROVIDES COMFORT UNDERFOOT

In composition, Linotile consists of cork flour, oxidized oils, various gums, and color pigments. The cork content and the oxidized oils give the

tiles a springiness which makes Linotile floors pleasant to walk on, quiet and comfortable. They also account for the remarkable durability of Linotile and other desirable qualities—ease of cleaning, non-slipperiness, and resistance to indentation.

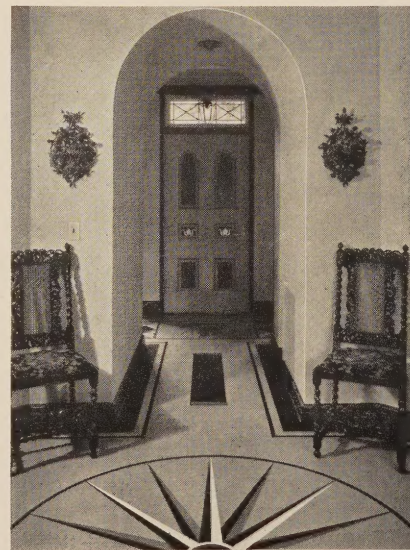
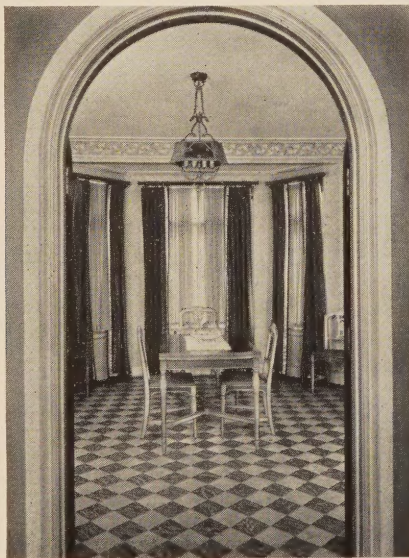
The tiles are offered in $\frac{1}{8}$ -inch and $\frac{3}{16}$ -inch thicknesses, and in a great variety of standard sizes both square and oblong. Border strips, interlining strips, and half tiles are also available.

IDEAL FOR BUSINESS OR PUBLIC AREAS

Linotile is an ideal floor for stores, offices, banks, hospitals, schools, and other types of public and semi-public buildings. The freedom of design permits the choice of a floor for a definite purpose—to display merchandise to best advantage, to create proper "atmosphere," or to harmonize with the architectural or decorative plans.

Linotile floors are easily and economically kept clean. These floors may be treated occasionally with Armstrong's Linogloss Wax, and for daily care a brushing will remove surface dirt. Where traffic is unusually severe and dirt is tracked in, an occasional washing with Armstrong's Floor Cleaner, a neutral cleaning agent, is recommended.

A floor of Armstrong's Linotile adds charm to the breakfast room of this residence in Houston, Texas. There is a Linotile floor to suit any style of architecture or any type of room.



The hall of this fine residence in Buffalo, New York, has a decorative floor of Armstrong's Linotile. Motifs of White, Tan, and Brown are used against a Black and Gray background.

ARMSTRONG CORK PRODUCTS COMPANY

Building Materials Division
Tile Floors Department

LANCASTER, PA.

Branch Offices

ATLANTA	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DETROIT
KANSAS CITY	LANCASTER	LOS ANGELES	MINNEAPOLIS	NEW ORLEANS	NEW YORK	ST. LOUIS	SAN FRANCISCO	SEATTLE

ARMSTRONG'S LINOTILE FLOORS

LINOTILE FLOORS FOR THE HOME, TOO

In fine residences, Linotile floors can be employed in dining-room, living-room, solarium, hall, and other rooms where rich color and appropriate designs are required to complete the decorative scheme or harmonize with period furnishings. For the kitchen and bathrooms, Linotile floors are not only most attractive but highly practical as well, because they are so easy to keep clean.

FREE ASSISTANCE OF DECORATORS

The full range of colors in Linotile is shown on succeeding pages of this folder and the regular and special sizes are listed on this page (custom sizes are cut to order). A number of typical designs and some of the color combinations that can be worked out are also illustrated.

For those who desire assistance in designing Linotile floors, Armstrong offers the services of the Bureau of Interior Decoration.



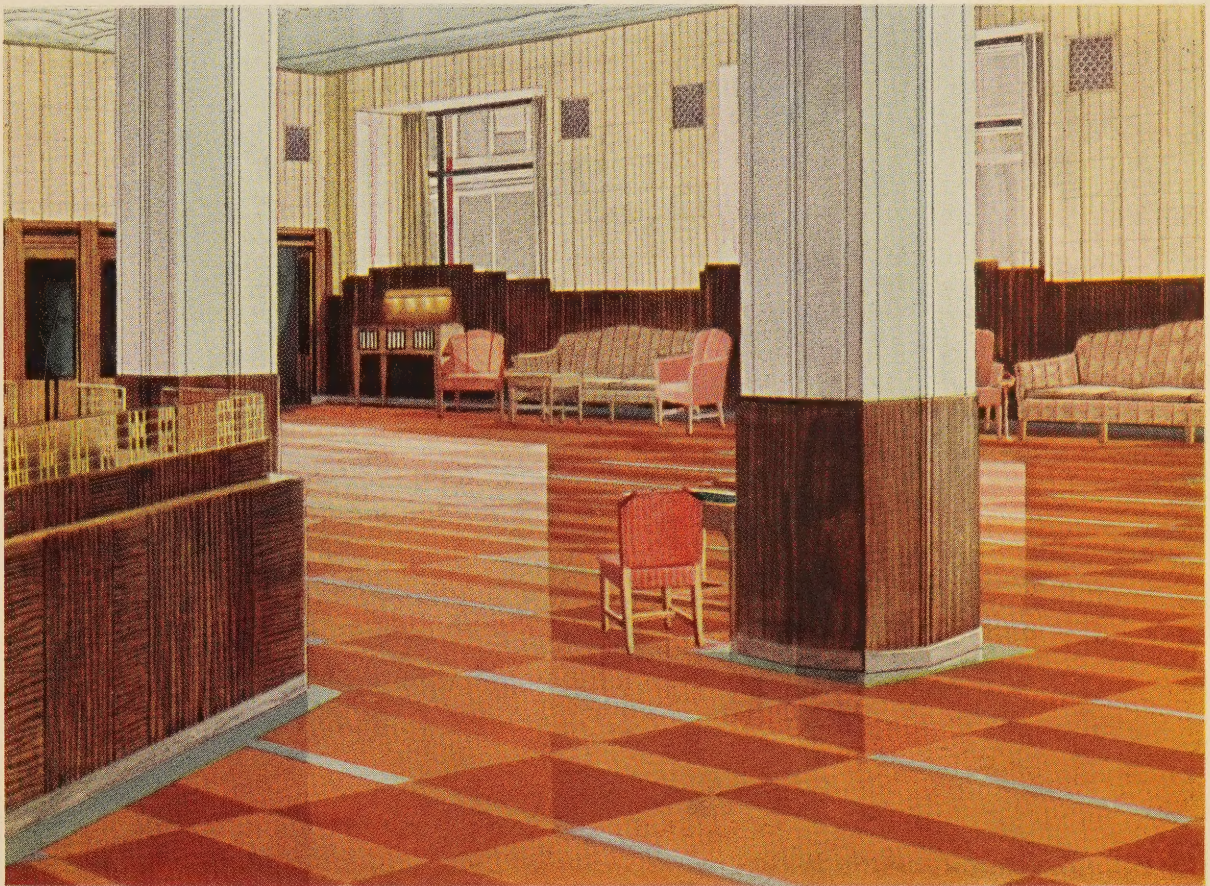
SIZES OF ARMSTRONG'S LINOTILE

REGULAR				
4" x 4"	6" x 12"	9" x 18"	18" x 36"	30" x 36"
6" x 6"	9" x 9"	12" x 12"	24" x 36"	
SPECIAL				
2" x 2"	3" x 6"	4" x 16"	6" x 18"	
3" x 3"	3" x 12"	8" x 8"	18" x 18"	

Custom sizes available on order

This Bureau will gladly give you, without charge, the benefit of its years of experience.

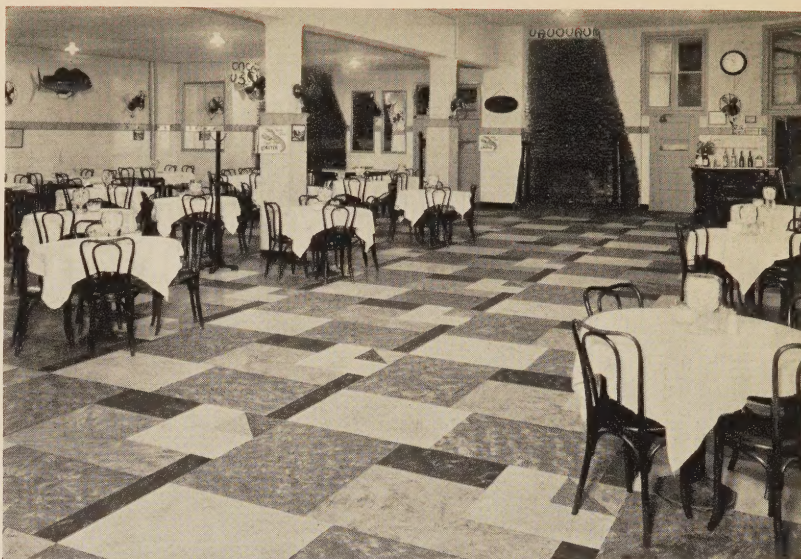
If you would like to have some suggestions on Linotile floor designs and complete decorative schemes, send a detailed description of the room you wish to decorate. Include such data as exact dimensions, position of doors, windows, and fireplace, the exposure, type or period of decoration desired, color preferences, etc. If they are available, blue prints or floor plans will be of great help to the Bureau.



SMART . . . COMFORTABLE . . . easy to maintain! That's why the New York Telephone Company selected Armstrong's Linotile Floors for its new Long Island headquarters. Colors are Light Brown, Dark Brown, and Light Gray.

ARMSTRONG'S LINOTILE FLOORS

RIGHT. Customers are attracted by this inviting floor of Armstrong's Linotile in Bookbinder's Restaurant, Philadelphia. In keeping with the atmosphere of this restaurant, famous for its sea food, are large tiles of Oyster and Aquamarine, combined with smaller tiles of Surf Green, Dark Slate, and Aquamarine. Easy to keep clean, Armstrong's Linotile has the stamina to withstand heavy traffic.



ABOVE. Traffic holds no terrors for this floor of Armstrong's Linotile in the corridor of the Emigrant Industrial Savings Bank, New York City. Marbleized blocks of Ocean Green and Matrix provide a pleasing color effect.

RIGHT. A comfortable floor that is easy to keep clean is provided by Armstrong's Linotile in Clark's Restaurant, Cleveland, Ohio. Tiles of Light Walnut and Dark Walnut are framed with a Black border. Armstrong's Corkous-tic on the ceiling provides an efficient acoustical treatment.



ABOVE. Comfort for both shoppers and employees is provided by this Linotile Floor in the food market of the Kroger Grocery and Baking Company, Cincinnati, Ohio. Low maintenance cost goes hand in hand with attractive appearance. Large blocks of Ocean Green accented with small blocks of Surf Green form a pleasing color scheme.



LEFT. In harmony with the dignified surroundings, a floor of Armstrong's Linotile provides quiet and comfort in the lobby of the California First National Bank, at Long Beach, California. The field is formed by blocks of Alabaster and the feature strip and border are Ocean Green.

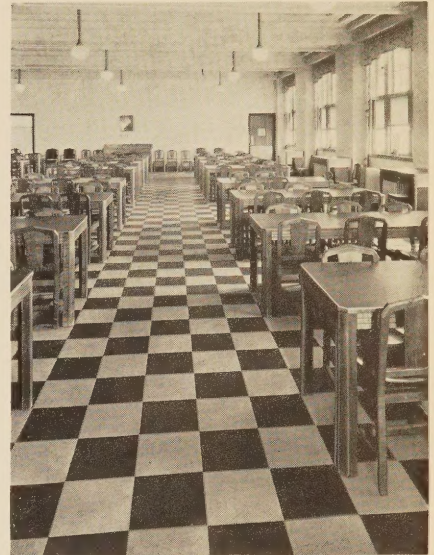
ARMSTRONG'S LINOTILE FLOORS



LEFT. Laid in 1921, this Linotile Floor in the Henry Ford Hospital, Detroit, Michigan, has provided a comfortable, quiet, attractive floor for fourteen years . . . and still it doesn't look its age, as the photograph shows. Modern methods of manufacture have made the Linotile that is produced by Armstrong today even longer-wearing.



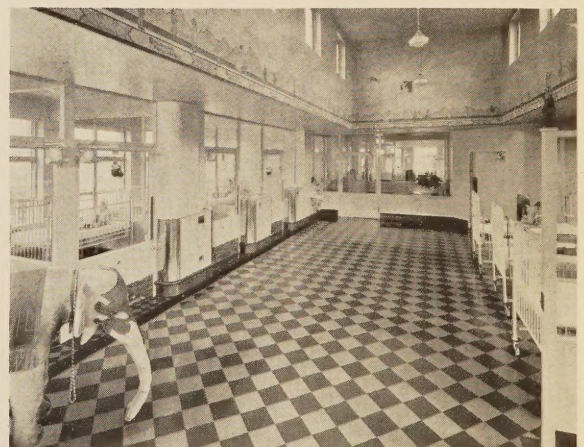
LEFT. This attractive Blue and Gray Linotile Floor is part of the 264,000 square feet installed in the New York Hospital, Cornell Medical College, New York City. Quiet and resilient, Linotile is an ideal floor for hospitals and other institutions.



ABOVE. A durable floor of Armstrong's Linotile provides quiet and comfort in this dining-room at the Harry A. Moore School for Crippled Children, Jersey City, New Jersey. Colors of this pleasing floor are Black and Gray.



RIGHT. Blocks of Light Brown and Dark Brown Linotile form a dignified and attractive floor for this library at the Brockport Central School, Brockport, New York. Quiet, so essential in libraries, is assured.



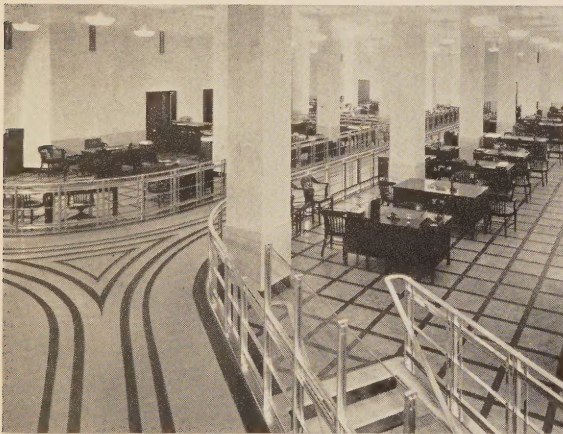
ABOVE. This durable floor of Armstrong's Linotile in the Shriners' Hospital for Crippled Children, San Francisco, helps provide the quiet atmosphere little patients need. Doctors and nurses like its comfort. Colors are Light Brown and Dark Brown.

ARMSTRONG'S LINOTILE FLOORS

BELOW. Smart modern stores, such as the Jones Shops, at Fairmont, West Virginia, find a floor of Armstrong's Linotile ideal for completing decorative schemes. The field of the floor below is Travertine. The feature strip and border are Algerian Black, accented with a strip of Travertine.



ABOVE. Modern merchants realize that no single feature can detract as much from the general appearance of a store as a dingy, unattractive floor. The Denver Dry Goods Company, of Denver, Colorado, solved the floor problem permanently with a clean-looking, inviting floor of Armstrong's Linotile. The field is Travertine with accent blocks of Foam Green.



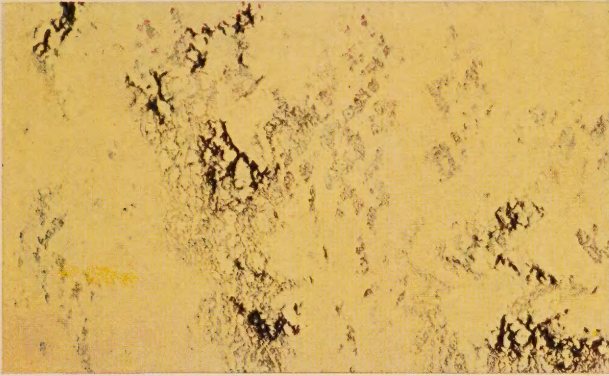
ABOVE. A floor of Armstrong's Linotile provides attractive decoration, as well as comfort and quiet, in the office of the Insurance Company of North America, New York City. Colors of this interesting handlaid floor are Dark Walnut, Oyster, and Travertine.



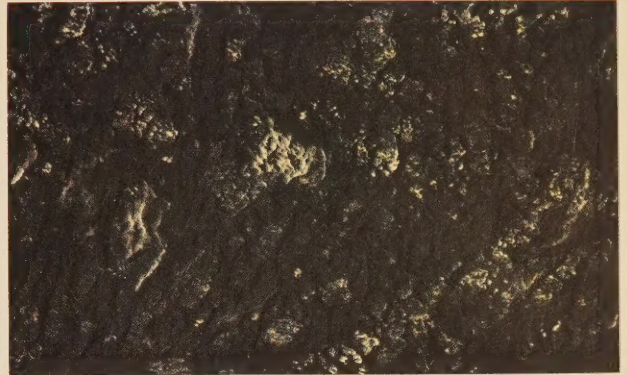
ABOVE. Strawbridge & Clothier, Philadelphia, chose a floor of Armstrong's Linotile to enhance the appearance of their toy department. The field consists of blocks of Travertine, with one-inch strips of Black being used as interliners in this distinctive floor.

LEFT. The pleasing effect of modern fixtures and convenient arrangement may be marred by a floor that isn't in keeping with the times. A modern floor of Armstrong's Linotile gives the men's department at Hale Bros., Sacramento, California, the "dressed-up" look that creates a favorable impression on customers.

ARMSTRONG'S LINOTILE FLOORS



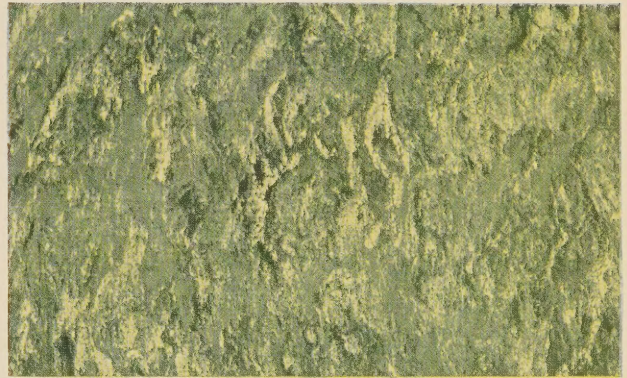
Matrix No. 110



Tourmaline No. 100



Light Walnut No. 125



Foam Green No. 129



Dark Slate No. 146



Oyster No. 112

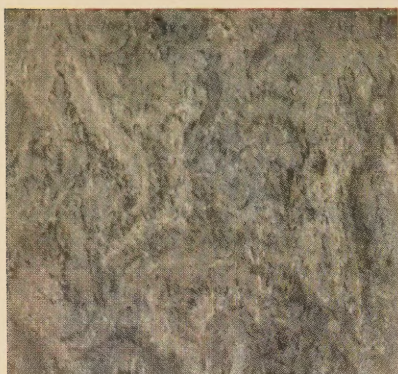


Aquamarine No. 165



Dark Walnut No. 126

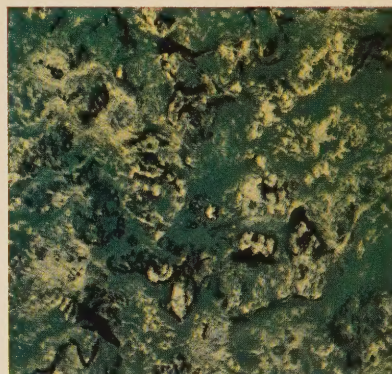
ARMSTRONG'S LINOTILE FLOORS



Light Slate No. 145



Travertine No. 115



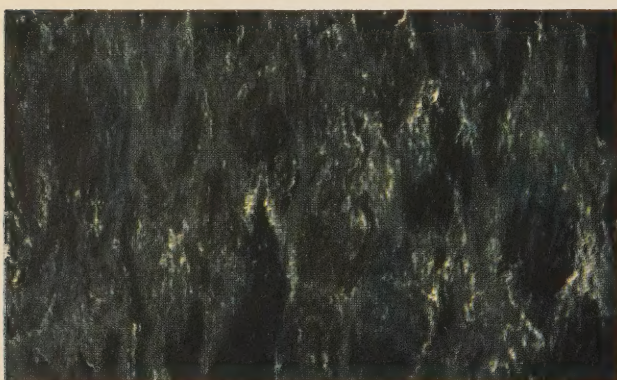
Surf Green No. 130



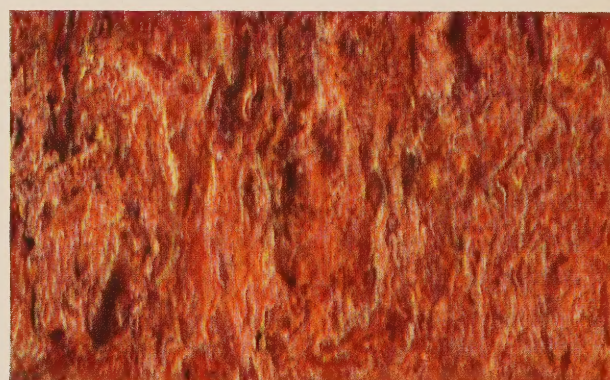
Onyx No. 120



Algerian Black No. 105



Ocean Green No. 131



Sienna No. 150

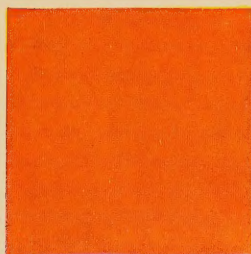


Algerian Red No. 155



Agate No. 102

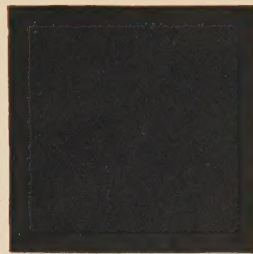
ARMSTRONG'S LINOTILE FLOORS



Orange No. 80



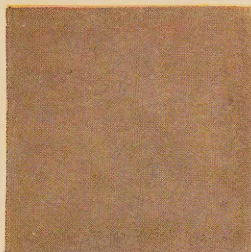
Ivory No. 20



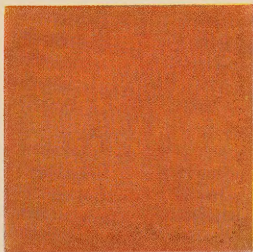
Black No. 30



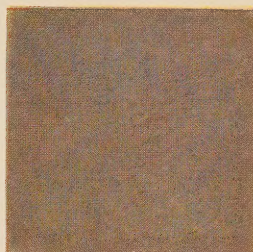
Yellow No. 91



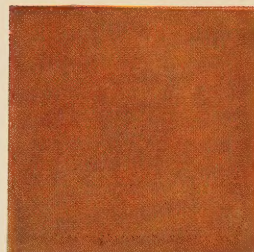
Light Gray No. 52



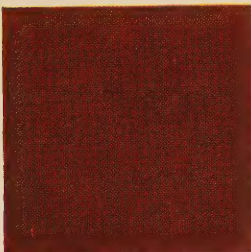
Light Brown No. 62



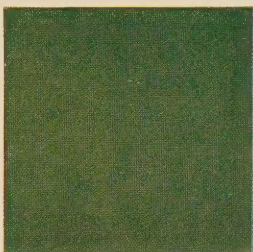
Dark Gray No. 54



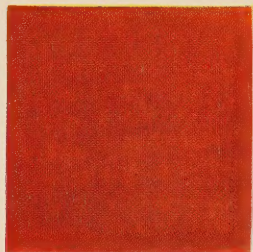
Dark Brown No. 64



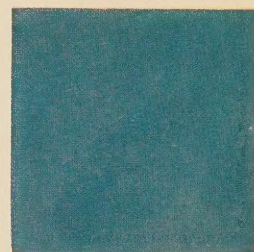
Chocolate No. 65



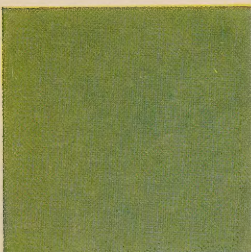
Medium Green No. 73



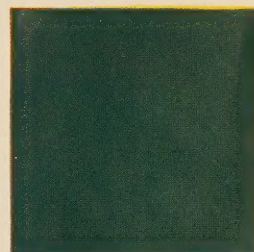
Red No. 10



Sky No. 41



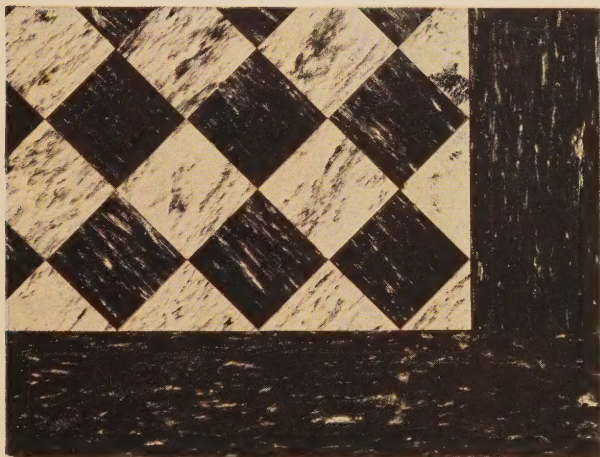
Light Green No. 70



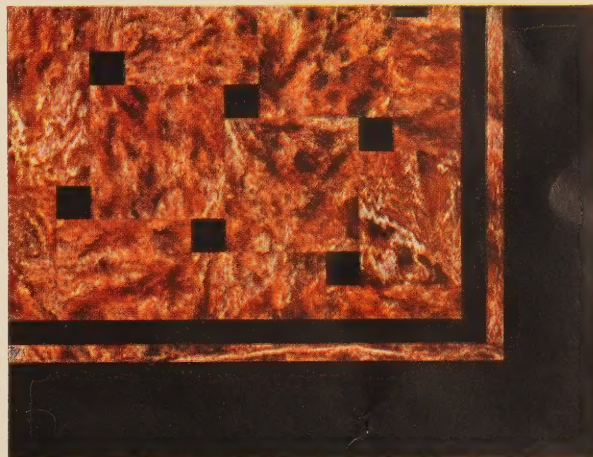
Dark Green No. 75

LINOSSETS CUT TO ORDER

Where special inset designs—such as trade-marks, coats of arms, lettering, or symbolic figures—are required, Linosets in two or more standard Linotile colors can be cut to order at the Armstrong factory. For stores, kindergartens, or game rooms, such designs are ideal. For prices, write ARMSTRONG CORK PRODUCTS COMPANY, Building Materials Division, Lancaster, Pa.



Armstrong's Linotile Design No. 500
Consists of: Tourmaline No. 100 and Matrix No 110.



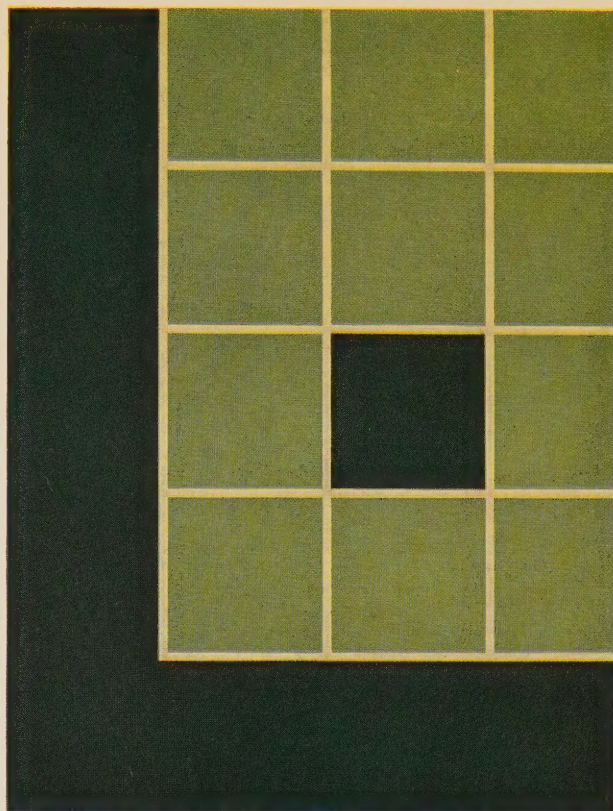
Armstrong's Linotile Design No. 551
Consists of: Black No. 30 and Sienna No. 150.

ARMSTRONG'S LINOTILE FLOORS



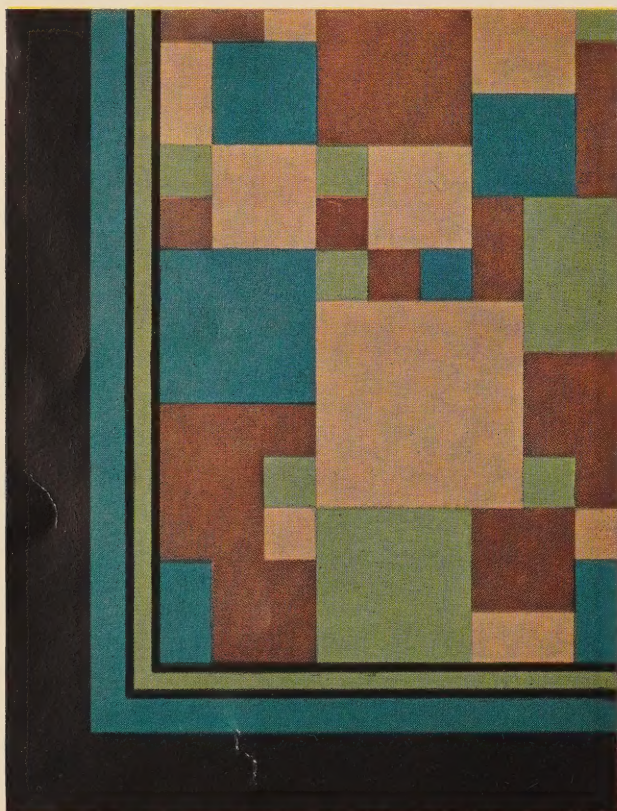
Armstrong's Linotile Design No. 535

Consists of: Light Brown No. 62, Dark Brown No. 64, and Chocolate No. 65.



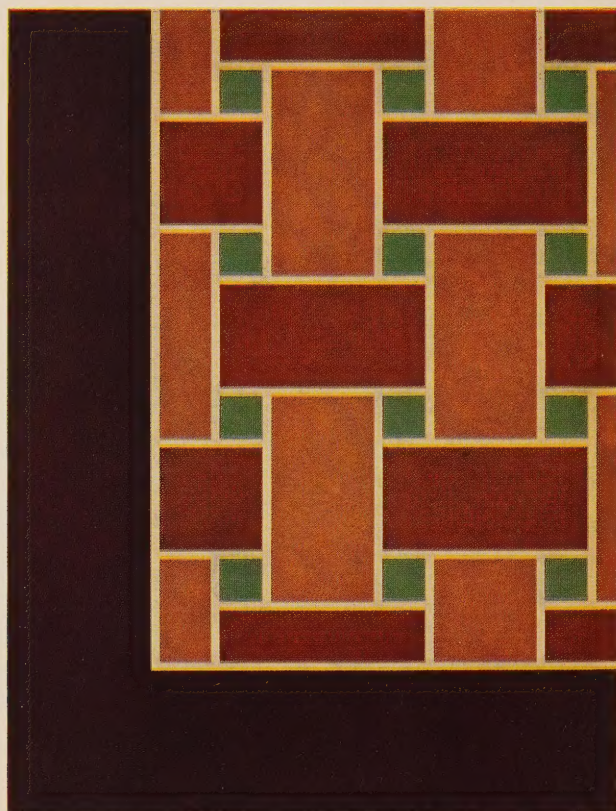
Armstrong's Linotile Design No. 518

Consists of: Ivory No. 20, Light Green No. 70, and Dark Green No. 75.



Armstrong's Linotile Design No. 541

Consists of: Black No. 30, Sky No. 41, Light Gray No. 52, Dark Gray No. 54, and Light Green No. 70.



Armstrong's Linotile Design No. 505

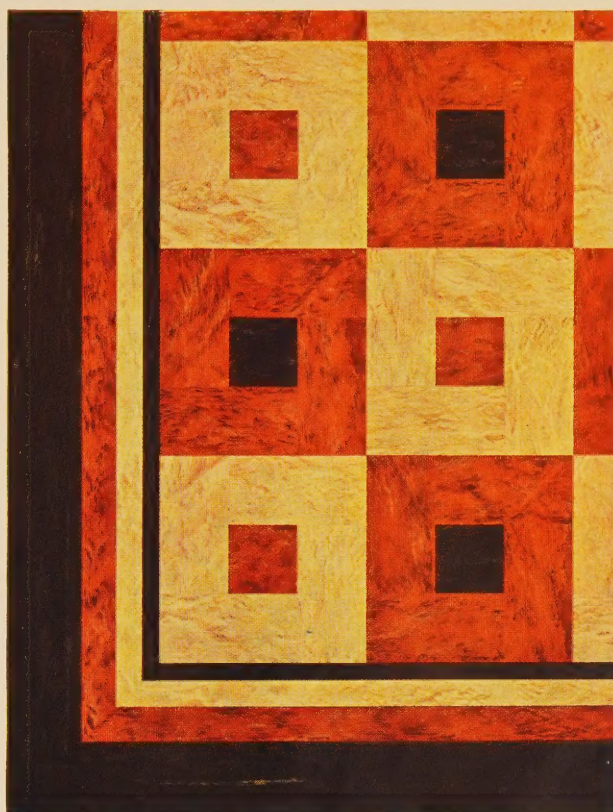
Consists of: Ivory No. 20, Light Brown No. 62, Dark Brown No. 64, Chocolate No. 65, and Light Green No. 70.

ARMSTRONG'S LINOTILE FLOORS



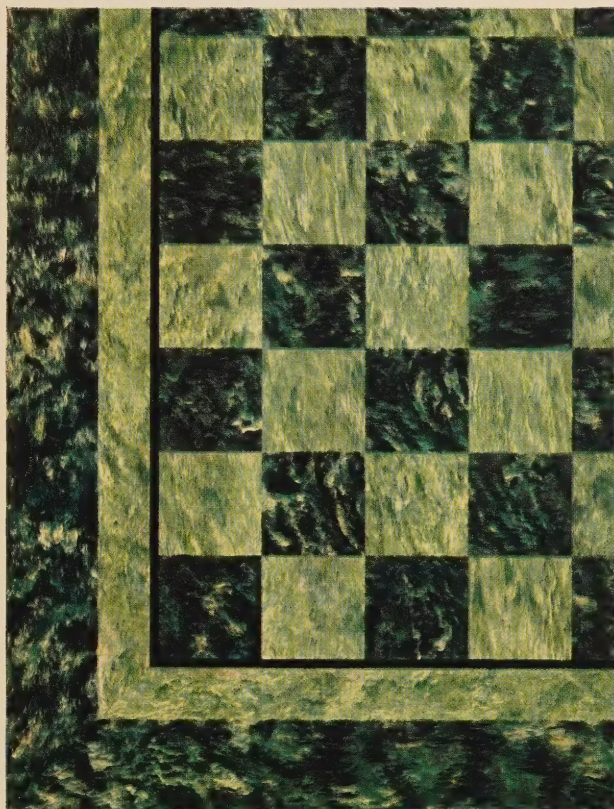
Armstrong's Linotile Design No. 546

Consists of: Agate No. 102, Light Walnut No. 125, and Dark Walnut No. 126.



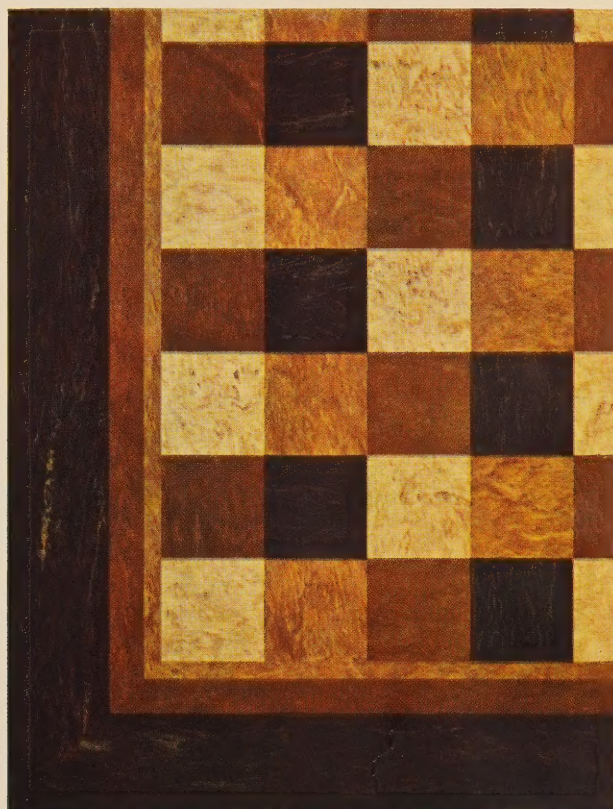
Armstrong's Linotile Design No. 525

Consists of: Agate No. 102, Travertine No. 115, and Algerian Red No. 155.



Armstrong's Linotile Design No. 538

Consists of: Black No. 30, Foam Green No. 129, and Ocean Green No. 131.



Armstrong's Linotile Design No. 510

Consists of: Agate No. 102, Travertine No. 115, Light Walnut No. 125, and Dark Walnut No. 126.

SPECIFICATIONS for INSTALLING FLOORS of ARMSTRONG'S LINOTILE

Following are the standard specifications for installing floors of Armstrong's Linotile. Extra copies of these specifications may be had on request from the Armstrong Cork Products Company, Tile Floors Department, Lancaster, Pennsylvania.

BRIEF SPECIFICATIONS

For the architect who wishes to specify Armstrong's Linotile, the following form is suggested.

Armstrong's Linotile Floors of gauge, color, and design to be approved by architect (or owner) shall be furnished and installed in accordance with the standard Armstrong specifications by a qualified contractor of Armstrong's Linotile whose work has been approved by the Armstrong Cork Products Company.

Linotile shall consist of oxidized oils and resins intimately mixed with ground cork, wood flour, and pigments and pressed into sheet form. The surface shall be smooth and free from spots, indentations, cracks, and protruding particles of cork or other fillers. The color and finish shall match a sample mutually agreed upon between the buyer and the seller.

PRECAUTIONS

Armstrong's Linoleum Paste shall be used for installing Linotile over wood or concrete floors. Armstrong's Special No. 210 Rust-proof Cement shall be used over a metal base, deck plate, or non-absorbing floor bases.

The use of 1-lb. lining felt is absolutely imperative over all types of wood floors.

SPREADING ARMSTRONG'S PASTE

Spread the paste with a rubber-edged paste spreader used for linoleum installations. Depending on the condition of the sub-floor, the spreading capacity of Armstrong's Linoleum Paste should be from 100 to 140 square feet per gallon.

It is possible to spread ahead to an extent of about 36 square feet as long as scum is not allowed to form on the paste.

The finished floor should be thoroughly rolled with a three-piece 150-pound linoleum roller and any high edges tapped in place with a flat-headed hammer.

SPECIFICATION I

Linotile over Suspended Concrete Floors

The suspended concrete base (if new) shall be furnished and installed by another contractor. The surface of the base shall be $\frac{3}{16}$ " below the finished floor level and shall be troweled smooth and even. The concrete base whether it be old or new shall be structurally sound, hard, free from scale, foreign deposits, or other surface imperfections.

After the concrete has been tested and found to be thoroughly dry, and cleaned, there shall be installed a Linotile floor of standard design in any combination of standard colors and regular sizes in which Linotile is manufactured.

All Linotile shall be bonded in place with Armstrong's Linoleum Paste. The lines between the tile shall be straight so as to preserve the symmetry of the design and the surface of the finished Linotile shall be cleaned and left in good condition.

All borders shall follow the line of permanent fixtures and the width of the borders may vary to allow for variation in the dimensions of rooms, size of tiles, and design selected. The Linotile shall butt against the base and plinth blocks which shall be carried down to the base floor level.

SPECIFICATION II

Armstrong's Linotile over Suspended Wood Floors

The suspended wood base (if new) shall be furnished and installed by another contractor and shall consist of thoroughly dry and well-seasoned tongue-and-groove lumber not more

than 3" wide laid diagonally and toe-nailed with about $\frac{1}{32}$ " joints close but not driven tight.

On an old suspended wood floor the loose, defective, or badly worn boards shall be replaced and face-nailed. Any unevenness in the boards shall be planed, smoothed, and evened by another contractor.

On the wood base there shall be installed Armstrong's 1-lb. Lining Felt which shall be securely affixed to the base with Armstrong's Linoleum Paste. All of the seams are to be butted and made tight, and the felt should be rolled thoroughly with a linoleum roller. Over this there shall be installed an Armstrong's Linotile Floor of standard design in any combination of standard colors and regular sizes in which Armstrong's Linotile is manufactured.

All Linotile shall be bonded to the lining felt with Armstrong's Linoleum Paste. Lines between tiles shall be straight so as to preserve the symmetry of design and the finished Linotile floor shall be left smooth, clean, and in good condition.

All borders shall follow the line of permanent fixtures, and the width of all borders may vary to allow for variation in the dimensions of the rooms, size of the tiles, and design selected. The Linotile shall butt against the base and plinth blocks which shall be carried down to the base floor level.

SPECIFICATION III

Armstrong's Linotile over Metal Floors or Other Non-absorbing Floor Bases

Armstrong's No. 210 Rust-proof Cement shall be used for installing Linotile over metal floors, deck plates, or other non-absorbing bases. The cement should be spread with a notched steel trowel. It is possible to spread ahead to an extent of about 10 to 20 square feet. Allow the cement to set about 15 minutes before laying the Linotile, and afterwards roll the finished floor with a three-piece 150-pound linoleum roller and sand bag the entire floor, using several layers of sand bags on high spots and irregular areas.

SPECIFICATION IV

Cove and Base

Where cove and base is desired Armstrong's Metal Back Cove and Base should be used. Detailed installation specifications will be furnished on request from the Armstrong Cork Products Co., Tile Floors Department, Lancaster, Pa.

MAINTENANCE

1. *Cleaning*

After the floor has been installed it should be broom-swept to remove loose particles of dirt and dust which are usually tracked over a new floor. Any excess adhesive which may have hardened on the surface of the tile should be removed. Dried paste can be removed by rubbing the affected area with a cloth dampened with water.

Linotile floors should be thoroughly cleaned by scrubbing with Armstrong's Floor Cleaner.

2. *Waxing*

Armstrong's Linogloss Wax, a water emulsion product containing no injurious solvent, will produce an attractive wear-resistant finish. This type of wax can be applied easily with a cotton cloth mop or a Linogloss Applicator. The wax should be spread as thinly as possible on the surface of the tile using straight strokes in one direction only. In about one-half hour it will dry to a hard, durable, lustrous finish. If a high gloss finish is desired, the effect can be had by buffing with a weighted brush or an electrically driven polishing machine.

The daily care of a Linotile floor which has received one or more applications of Armstrong's Linogloss Wax consists of brushing the floor with a soft hair broom to remove the dust and dirt. This method makes frequent scrubblings unnecessary.